

### *Role of Technology in the Regional Carpool Program Scope of Work*

MTC wants to support private-sector carpool matching apps with the ultimate goal being that MTC would not have to provide its own carpool matching system. MTC has already entered into partnerships with private-sector carpool matching apps to facilitate this strategy. The future carpool program contractor will be responsible for carrying out this strategy on MTC's behalf. MTC wants its efforts to grow private-sector carpool matching app market so that it can facilitate consistent, mid-to-long-distance commute carpooling from origins and/or destinations outside the urban core. MTC is taking an active role to help apps develop sufficiently large databases and become accepted by consumers as convenient and affordable.

Scope of Work Subtask II.A gives the future contractor the opportunity to implement technology needed to support MTC's vision to provide incentives, offer gamification, and facilitate awards and contests, if any is recommended. At this time, the program has a trip tracker that is integrated with the 511 RMS. If a proposer's approach includes software tools (e.g., a trip tracker), it must be able to be used regardless of the matching tools being promoted. The tools would ideally automate as much data entry as possible to encourage commuter engagement, confirm carpool behavior, and also be able to be leveraged across the region, such that other MTC efforts (e.g., Express Lanes) or MTC's partner agencies could use the tools for their own promotional/incentive-delivery efforts.

MTC would prefer to leverage what has been developed by other agencies or companies and not develop new tools. At the same time, MTC wants to understand if this can be achieved with quality, reliable offerings. The current rideshare contractor is completing a "Carpool Program Tools Technology Strategy" that will assess the current industry and become available as part of the procurement documents, once completed.

Because MTC wants to ultimately rely on the private sector for ridematching, we are not interested in a development effort to replace the 511 RMS. However, Subtask II.C states that a firm may maintain a "replacement" to the 511 RMS. MTC would only entertain replacing the 511 RMS if it is a free or low-cost component of a broader technology solution that meets MTC's objectives for Subtask II.A as described above. Any RMS tool, however, would need to be separable from the tools desired in Subtask II.A, so that customers using apps for matching could also use MTC's motivational tools without having to use the RMS tool. Any replacement system must not require payment for rides, and would ideally be able to advertise matches not just within its own database but also within PPAs.

Note that the carpool contractor is not responsible for comprehensive trip planning (e.g., bike routes, transit routes, etc.), and MTC will not consider trip planning tools that include more than carpool matching as part of any proposed solution, if the trip planning capabilities beyond carpool matching cannot be turned off.

Details about the roles the private-sector carpool matching app vendors can play on a proposing team are found in the Request for Partnership.

Details about the current 511 RMS functionality and maintenance tasks can be found in “IT SOP FY15-16” and “Media Beef Subcontract Amendment” in the supporting documents located at [procurements.mtc.ca.gov](http://procurements.mtc.ca.gov). Media Beef is a subconsultant on the existing rideshare contract that provides ongoing routine maintenance for the existing 511 RMS. More information about Media Beef can be found at [mediabeef.com/](http://mediabeef.com/).